



FIELD REPORT
VOLUME 01
NEW YORK CITY

THE FIRST GROUND-TRUTH LOOK AT HOW A CITY GOES

The State of the NYC Restroom

What 117,000 physical unlocks reveal
about how heavily the most-used,
least-understood room in any building
actually gets used.

117,000+

UNLOCKS
RECORDED ·
58 NYC
RESTROOMS

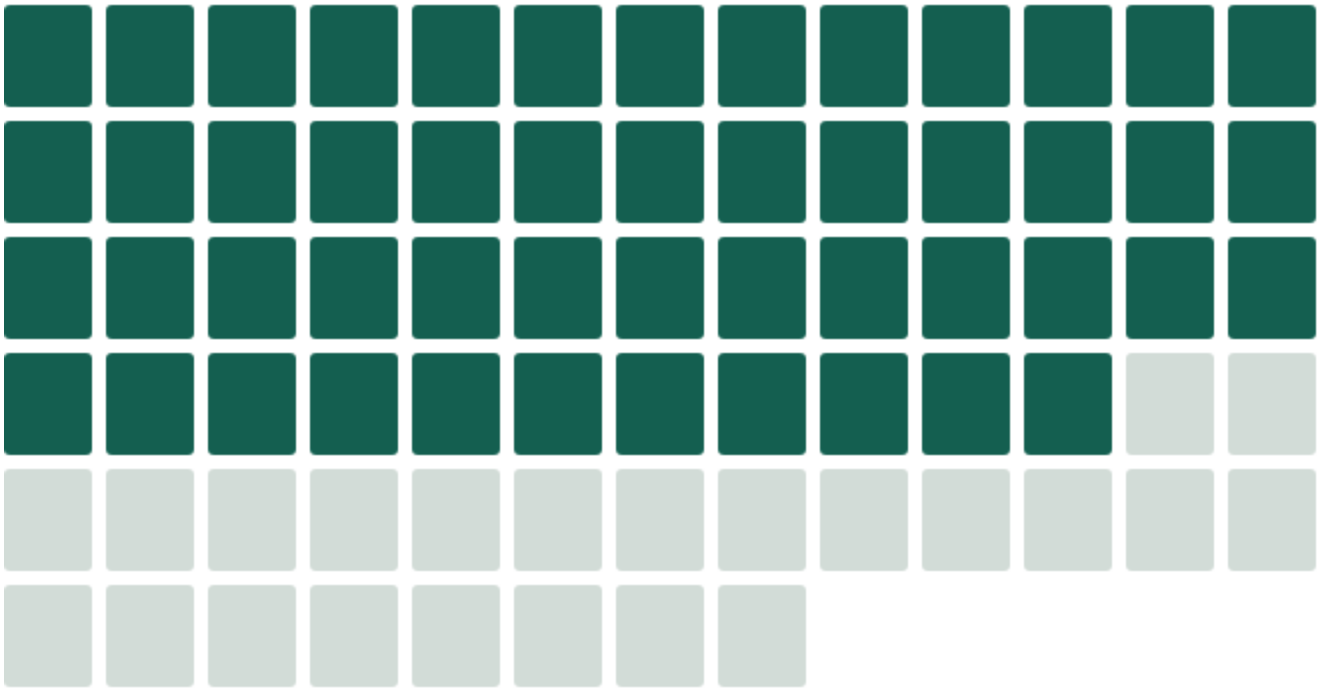


THE TOPLINE

In four months, New York unlocked these doors **117,000** times

117K⁺ UNLOCKS RECORDED • DEC-MAR	58 NYC RESTROOMS	~1,200^{/mo} UNLOCKS AT A BUSY RESTROOM
~90K^{/mo} ACROSS A FLEET AT THAT RATE	~1M^{/yr} INFERRED ANNUAL RUN-RATE	2,763 PAID UNLOCKS • WILLINGNESS TO PAY

A busy restroom is unlocked
~1,200 times a month
— about 40 times a day



Each mark is a door • filled = actively used • ~50 of 73 live

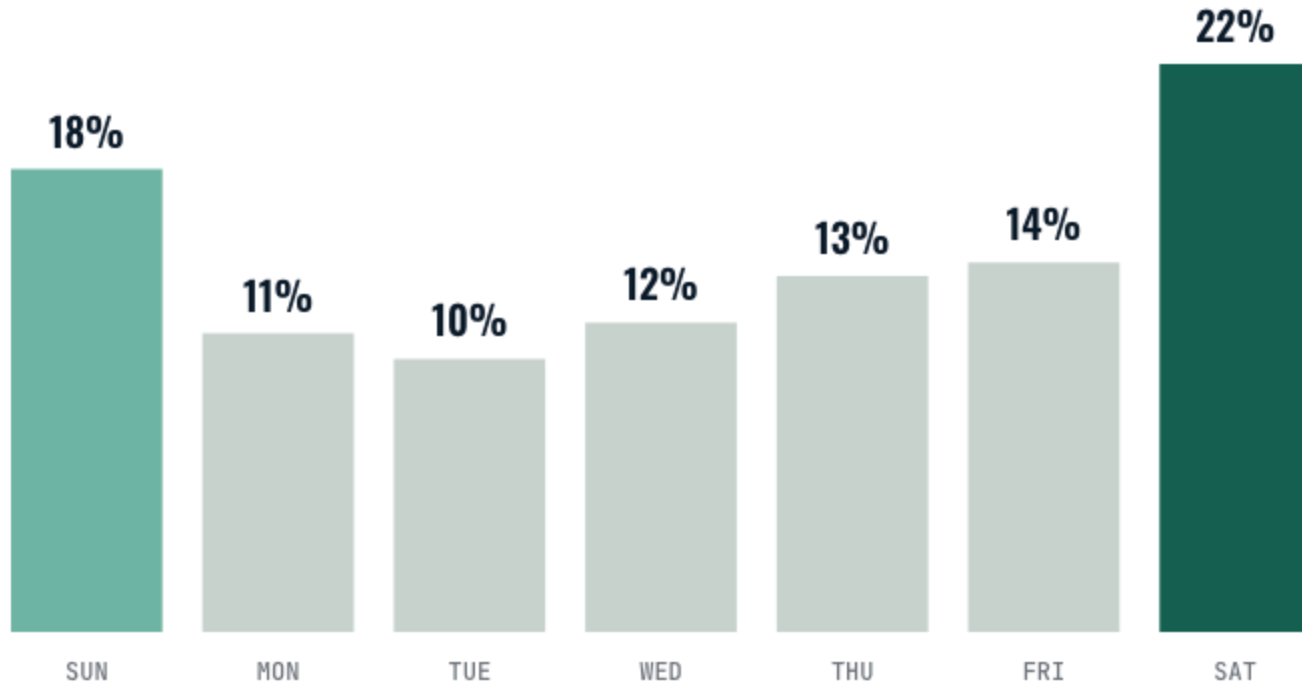
~1,200 unlocks per month at a busy restroom

~90K per month across a fleet at that rate — ~1M a year

SO WHAT

The paid number is a sliver — staff, keypad codes and existing customers open the door all day. 2,763 of these unlocks were people who paid.

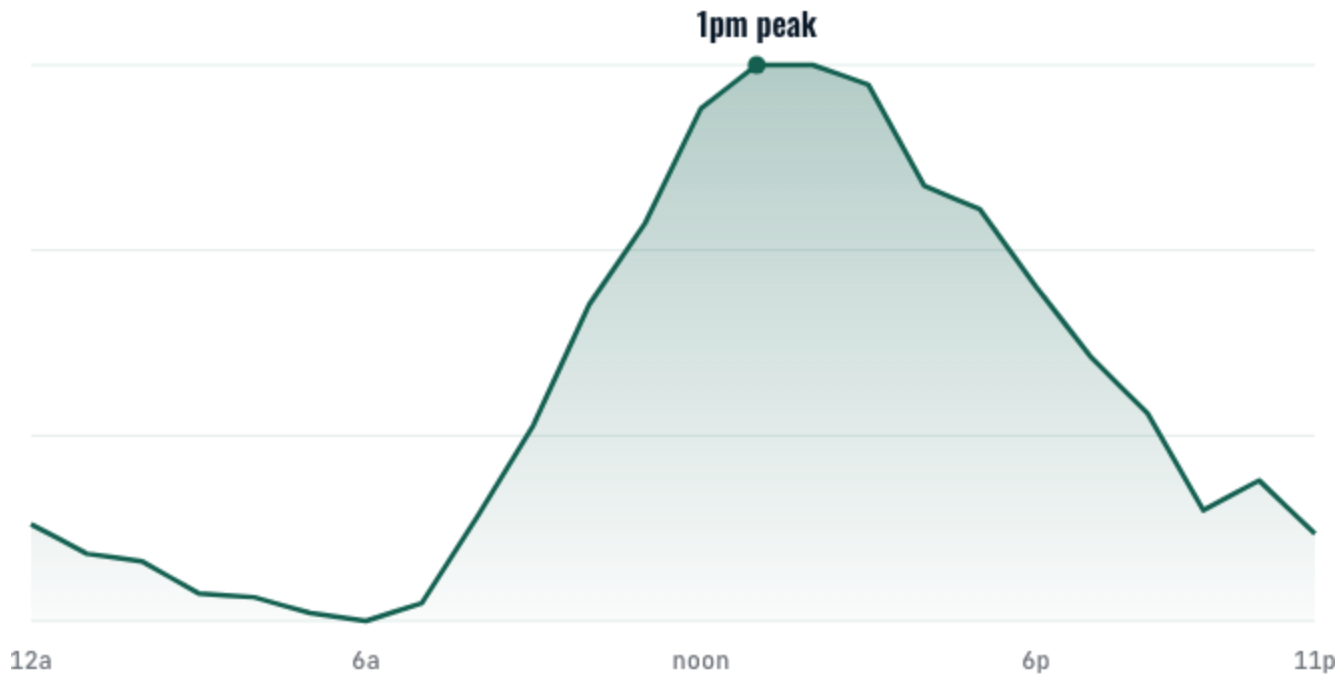
Paying customers spike on weekends — **Saturday runs 108% above the weekday low**



SO WHAT

Among **paying customers**, weekends are 39% of all paid visits. (Total physical traffic is far steadier — Saturday is only ~35% above the low.) The payers are the ones who spike.

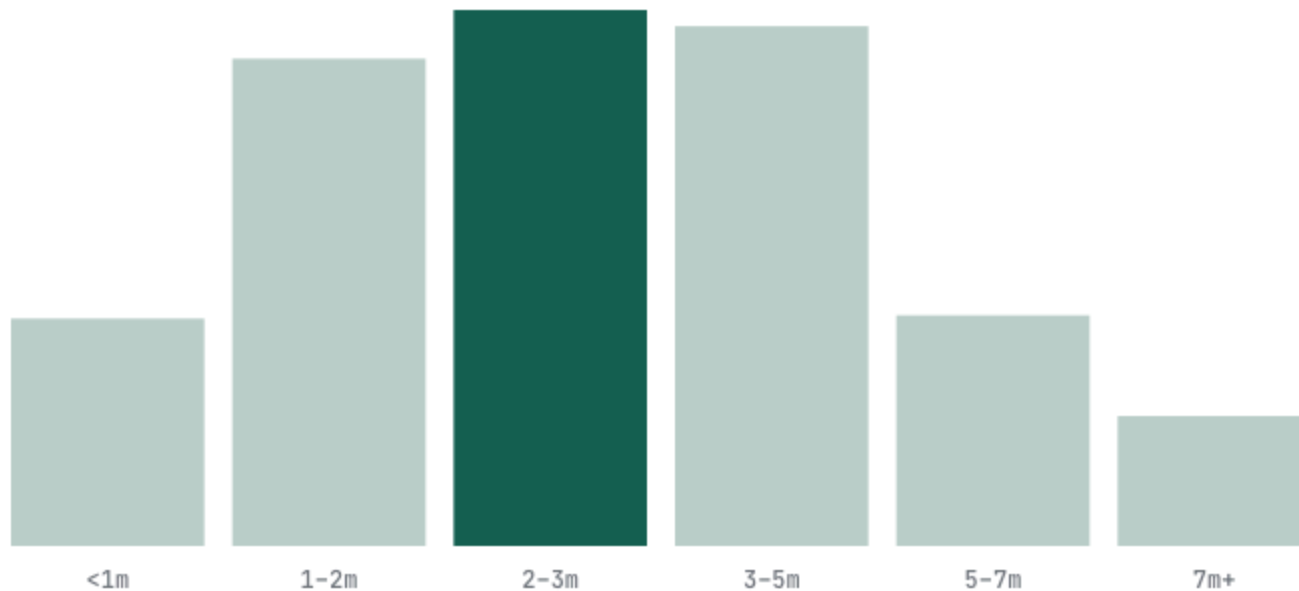
It's an afternoon rush, not a morning one — demand peaks **around 1–2pm** and holds through dinner



SO WHAT

The curve builds through late morning, plateaus midday-to-evening, and **nearly flatlines 3–7am**. Restrooms sleep when the city does — staffing should follow the same shape.

The average visit lasts
3 minutes, 42 seconds
— a number cleaning
schedules have never seen



Door-open time from lock telemetry • n=210 de-duplicated sessions

3:42

average visit,
measured at the door

2:52

median visit —
half are shorter

SO WHAT

Dwell time is the raw material of occupancy analytics — **data no schedule-based operator has ever had.**

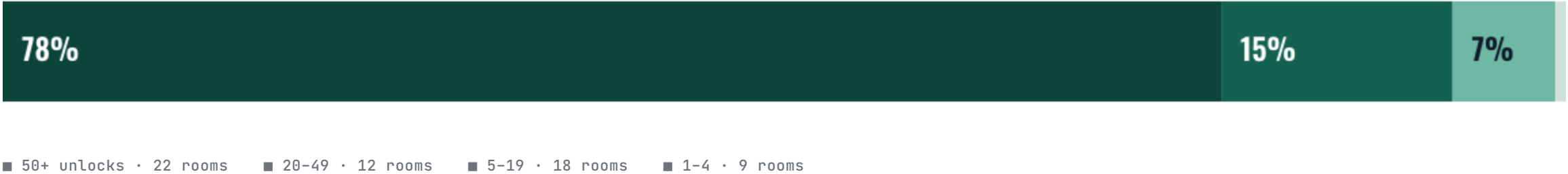
Demand doesn't split down the middle — the men's room took **58%** of paid visits



SO WHAT

At the one venue with separately instrumented rooms, load ran 36% heavier on the men's side. The assumption that restroom demand is symmetric is **exactly what operators guess at and never measure.**

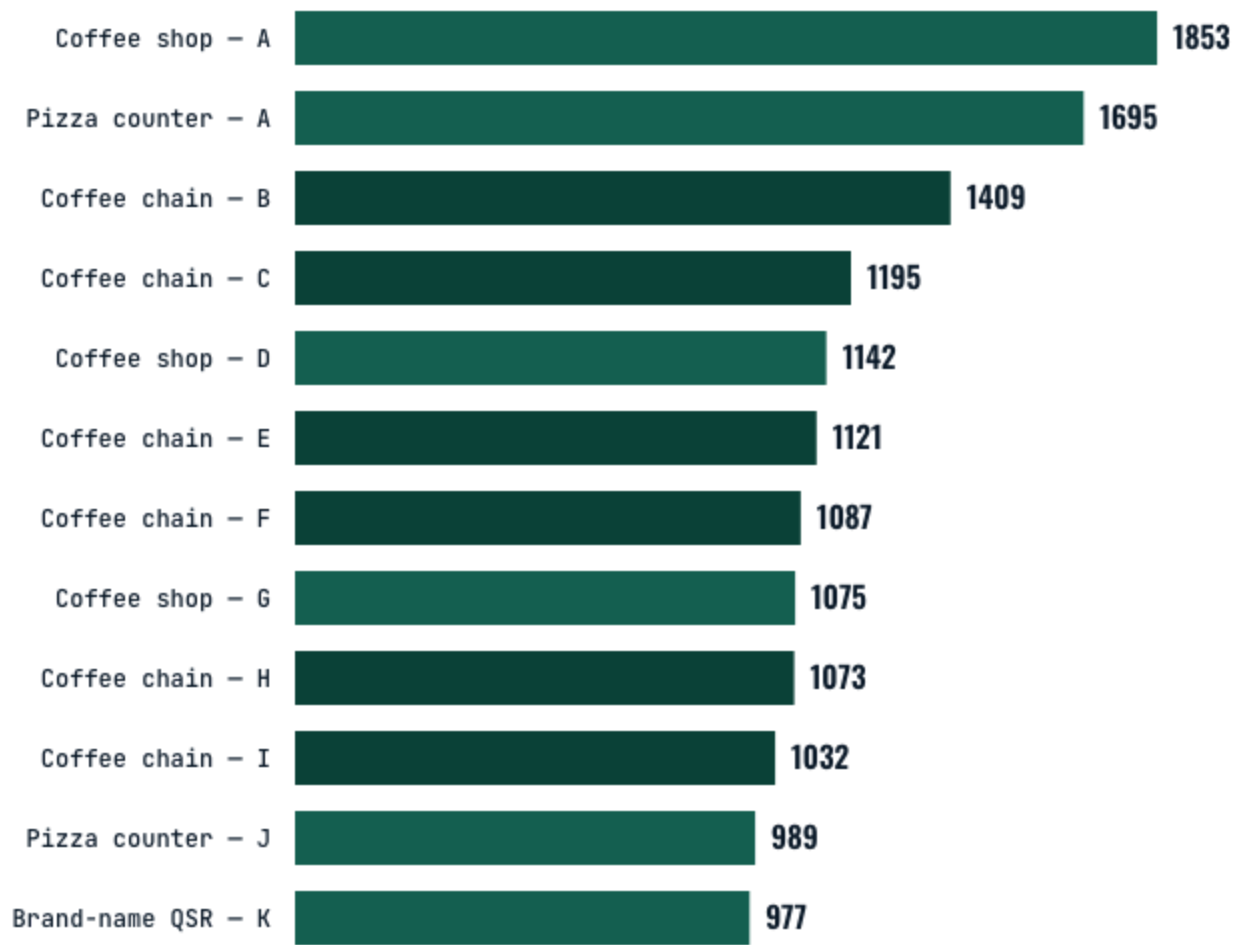
This is a habit, not a novelty
— 78% of unlocks come from
the 22 busiest restrooms



SO WHAT

Demand concentrates in places people return to, week after week — the signature of genuine utility, not one-time curiosity.

One coffee chain fields **six of the twelve busiest** restrooms



SO WHAT

The busiest doors map to where the city actually stops. One coffee chain (deep green) fields **six of the top twelve restrooms** — proof the model compounds within a chain.

IMPLICATION

Facilities have been flying blind. This is what the ground looks like.

Every number here was invisible a year ago — the weekend swing, the afternoon peak, 117,000 unlocks in four months, the 3-minute visit, and the 2,763 of them that were people paying to open a door that used to be free. When you can see demand, you can clean on demand: staff the busy rooms, spare the quiet ones, and prove the work got done.

Feb 14

The single busiest day of the year for paying customers was Valentine's Day (by physical traffic, Saturdays in March led).

[See how Yedi works →](#)

How we counted

Unlock volume. Unlock counts are physical door-opens recorded at the lock. Between Dec 5, 2025 and Mar 30, 2026, Yedi's network logged more than 117,000 unlocks across 58 restrooms. We later downgraded the dedicated logging server to reduce cost and archived its data, so the rich physical log covers this window. To characterize ongoing volume we normalized to a per-day rate using the three complete months (Jan–Mar 2026) and grossed the result up by 25% for opens the sensors did not capture (~80% capture). On that basis a busy restroom runs ~1,200 unlocks/month and a fleet at that rate ~90,000/month (~1M/year). These are estimates.

Paid unlocks. The 2,763 figure is an exact, server-side count of successful payment-authorized accesses (Jan–Jul 2026) — 2,743 tied to a unique customer payment, against 10 failed attempts (99.6% first-try). Because these are pay-to-enter doors, a paid unlock and a payment are the same event; it is the willingness-to-pay number, and a count, not an estimate. Time-inside figures (3:42 avg, 2:52 median) come from lock session telemetry across 210 de-duplicated sessions.

Hour- and day-of-week patterns are drawn from the access log and shown in Eastern Time; an April 2026 logging gap excludes that month from time-series views. The men's/women's comparison reflects a single venue with separately instrumented rooms, offered as illustration. Individual venue names are withheld; locations are described by category only.